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13 October 1967

MEMORANDUM FOR: Deputy Director of Intelligence

SUBJECT : CIB Map #68285, Entitled "New China -  
DRV Road"

1. In response to the critical remarks of the DCI to the DDI on the subject map, a meeting of the following was held to discuss the graphic support provided by CD/X in support of current intelligence, and to determine corrective action, where possible:

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/OEGI  
CD/OEGI

2. The production background of the map is as follows: The All-Source Branch was requested to prepare the map for a CIB. While in preparation a second request for it to be used in a SITREP report was received from OCI. In response to this urgent request the map was completed, sent to reproduction and had been printed ready for collating with the SITREP text when it was discovered that the boundary between North Vietnam and China was inadvertently omitted. Because time was not available to rerun the map, it was decided to show country distinction by overprinting a tone plate. This was done and the map was used in the SITREP. Since the CIB printing followed the SITREP in repro, there was sufficient time to prepare a normal boundary plate, and the map was reprinted and inserted in the CIB. The DDI, when briefing the DCI, was provided with a copy of the SITREP version rather than the corrected version as printed in the CIB.

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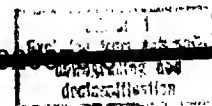
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3. [REDACTED] reviewed the subject problem and emphasized the Division's desire to provide the best possible graphic support to the current intelligence reporting. [REDACTED] expressed the belief that the DCI feels the maps produced in support of current intelligence should be more graphic than cartographic, more like those used in newspapers and news magazines. He repeated the Director's criticisms by pointing out elements on map #68285, which, if changed or deleted, would have made the map more nearly what the Director desires. He recommended that we design maps with more graphic flare, less cluttered, more emphasis on the central theme, and, when possible, with fewer colors. [REDACTED] affirmed that the graphics prepared for OER reports have been, on the whole, exceptionally well received. What criticisms have been brought to his attention involve a dislike for pastel colors by those

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afflicted with color blindness. He suggested the use of more brilliant, contrasting colors.

4. In summary it was agreed that the Cartography Division would take the following action to renew efforts to improve graphic support:

- a. Put stronger effort into designing simpler maps and graphics.
- b. Pay particular attention to placing the emphasis on the central theme.
- c. Use terrain shading as an intelligence item and only when it is required in support of the central theme.
- d. Where practical, reduce the number of colors.
- e. Color intensity will be increased. Pastel colors, when used, will be selected carefully.
- f. Closer attention to reproduction requirements to gain maximum effective use of color.

5. Although not discussed in the meeting, it is pertinent to mention the need for better coordination and understanding of the above objectives between analyst and cartographer. It is important that the analysts involved be appraised of the concepts and limitations implicit in implementing the Director's ideas.

(signed)

JAMES A. BRAMMELL

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Director

Basic and Geographic Intelligence

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